# R.J. Reynolds
Tobacco Co.

S.R. MacLeod
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December 10, 1996

To: Division Managers / Retail Managers

**Re: Doral Box 100's**

Ladies & Gentlemen:

We will be introducing Doral FF 100's and Doral Light 100's Box in the Buffalo Region during the month of March. In support of this introduction, please fill out by operating unit POS support materials.

The attached form should be completed by each Division Manager and Retail Manager and e-mailed to Amy Willson on/or before December 16, 1996.

As information, we will be working B1G1F's to support this introduction during the month of April.

Should you have any questions, please contact me.

Sincerely,

Stephen

S.R. MacLeod
#1610

c: W.J. Roth
F.V. Natale
J.A. Campbell

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Source: https://www.industrydocuments.ucsf.edu/docs/yfyy0000

DORAL BOX 100'S POS / SUPPORT MATERIALS

# DIVISION # _____

| Description | Item # | SKU Pack | # of SKUs Requested |
|---|---|---|---|
| *Full Flavor Box 100s Carton End Labels* | *502100* | *1 Each* | |
| *Lights Box 100s Carton End Labels* | *502094* | *1 Each* | |
| *Full Flavor / Lights Box 100s Pack Tags* | *489581* | *1 Sheet* | |
| *Full Flavor Box 100s RePack* | *489611* | *1 Each* | |
| *Lights Box 100s Repack* | *489623* | *1 Each* | |
| *Dump Bin Riser Card* | *514334* | *1 Each* | |
| *24' Package Merchandiser Card* | *514223* | *1 Each* | |
| *Small Pack Starburst* | *514220* | *1 Each* | |
| *19" Canopy Card* | *514235* | *1 Each* | |
| *19" Canopy Transparency* | *TBD* | *1 Each* | |
| *Small Paster* | *514214* | *1 Each* | |
| *Small PPD Card* | *514232* | *1 Each* | |

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